COMPARATIVE ANALYSIS OF CONSUMER PREFERENCES BETWEEN MARUTI SUZUKI AND HYUNDAI MOTORS IN NORTHERN INDIA

A

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1.1 INTRODUCTION

The automotive industry in India is highly competitive, with many brands vying for market share. Maruti Suzuki and Hyundai Motors are two of the leading automakers in the country, with a significant presence in the northern region. Understanding consumer preferences between these two brands is essential for both automakers to stay competitive in the market.

This study aims to analyze consumer preferences between Maruti Suzuki and Hyundai Motors in northern India. The study will focus on factors such as brand image, product quality, pricing, after-sales service, and customer loyalty. The findings of the study can help both companies to identify areas where they need to improve and develop strategies to attract and retain customers.

The study will be conducted through a combination of qualitative and quantitative research methods. Primary data will be collected through surveys and interviews with car owners and potential buyers in the northern region. Secondary data will also be collected from industry reports and academic journals.

The study will provide insights into the preferences of car buyers in the northern region of India and help the automakers to make data-driven decisions. By understanding the factors that drive consumer preferences, both companies can tailor their marketing strategies, product development, and customer service to meet the needs and expectations of their customers.

Automobiles have become an indispensable component of society's lifestyle. In the market, there are a variety of automotive brands to choose from. Some of these brands are well-known not only in North India but even throughout the world. The passenger automobile category has been chosen for this study. In North India, this is the most popular customer sector. Automobile businesses are not far behind, advertising their products through numerous media and lavishing large sums of money on celebrities to support their products. To stay afloat in this fierce competition, businesses employ a variety of strategies, including celebrity endorsements, research to understand the pulse of their target audience, and promotional activities. Celebrities wield enormous influence on consumer purchasing decisions. As a result, enormous sums of money are spent because a celebrity endorsement may put distinctive attributes on a product that it might otherwise lack. The automotive industry, in particular, spends roughly 50-60% of its overall expenditure on advertising. Various actors from the movies and athletes from the sports world are employed to promote the products.

India is turning into a more significant provider of high-esteem, top notch designing things and administrations for worldwide partnerships. India is on target to turn into a significant neighborhood market for automakers as well as a vital connection in the worldwide auto store network. Among different ventures, India's car area is accepted to be the most energetic. It has delighted in quick development since the de-authorizing of the area in 1991, when India confronted huge monetary disturbances. India's auto industry produces, in addition to other things, traveler cars, utility vehicles, business vehicles, bikes, three-wheelers, and farm trucks. There are now 17 manufacturers of passenger vehicles and utility vehicles, nine manufacturers of commercial vehicles, 16 manufacturers of bikes and three-wheelers, and 14 manufacturers of farm trucks. A CAGR of over 7% over the last five years has made the Indian automotive business one of the fastest growing on the world. It is now the 10th most popular traveler car, the 4th most popular business vehicle, and the 2nd most popular bicycle manufacturer in the world.

The enormous number of people in India's middle class, growing incomes, advanced technology, and low-cost access to highly-trained labor have all drawn a significant number of global automobile businesses to the Indian market, mainly from Japan, the United States, and Europe. At this point, the purpose of the current study was to examine the many influencing elements that customers consider when purchasing a tiny automobile, as well as their opinions and attitudes regarding small cars.

1.1.1 Maruti Suzuki's Silhouette

In 1983, the Hindustani "Government" resolved to build a compact flatcar that would be affordable to the Hindustani middle class. Japan, which had built world-class skills in compact flatcars by that time, was the obvious hire to shop for expertise. Suzuki, a much smaller Inventiveness among a glut of great capabilities in creating little flatcars, beat off Toyota, Nissan, and Honda, the three biggest companies in Japan. Suzuki took advantage of the glut of both indicators and founded Maruti Trading, a collaborative venture with the government.

Maruti Trading Company is an organization that arrangements in vehicles. For than twenty years, Inadequate, an auxiliary of Japan's Suzuki Motor Corporation, has been at the very front of the Hindustani flatcar marketplace. Its creation plan, in Gurgaon, approximately 21 miles south of New Delhi, has a fitted limit of 3,50,000 units each year, with the possibility to make a large portion of 1,000,000 vehicles close by. In December 1983, Maruti sent off their first flatcar, the Maruti 800, with a 800cc motor. This vehicle was named "People's flatcar" and was pointed towards the overall population.

Maruti Trading, a joint endeavor among Suzuki and the Hindustani Government, was laid out in mid 2003. Ruled Hindustan's car market, with a 54 percent marketplace share and a 5 lac flatcar yearly collecting limit. Hindustani Small flatcar market in overabundance, with a portion of 100 percent in A list, 36% in B hang, and 86 percent altogether. Eleven of the Inventiveness' brands are included in the list: Maruti 800, Omni, Zen, overall brands Alto and Wagon-R, Gypsy, Esteem, Baleno, MPV, Versa, Swift, and Grand Vitara XL7. In recent years, Maruti has made significant progress toward its goal of becoming Suzuki Motor Corporation's Asia R&D headquarters. WagonR, Zen, and Esteem have all been reimagined and reworked in-house to produce larger versions. Maruti's impact on the way of life and viewpoint of an entire generation of Hindustani working class people is noteworthy, as is its role as the development motor for the Hindustani automobile sector. This is the eighth year in a row that Maruti has topped the JD Power Asia Pacific Hindustan Habitue Satisfaction Index Amendment. In the Hindustan Transactions Satisfaction Amendment, imagination was also a factor. As a pioneer in the Indian automobile industry, Maruti is committed to ensuring the safety of its drivers and passengers through a wide-reaching public awareness campaign and a top-notch driving training and examination organization that serves the North-Indian Government.

1.1.2 Hyundai Motors Silhouette

An fully owned subsidiary of Hyundai Motor Inventiveness, South Korea, HMIL is India's second-largest flatcar producer and traveler flatcar exporter. For the time being, HMIL sells 54 different types of flatcars to customers across the world. It's in the B segment with the Santro and the Getz Chief, i10 and Premium hatchback i20, in the C segment with the Twang and Verna, and in the E segment with Sonata Ember and the Tucson. Hyundai Motor Hindustan Ltd continued to be the fastest-growing traveler flatcar manufacturer in calendar year 2008, with all out exchanges of five lakh units up 49.6 percent from the previous year. In 2008, it rose by 22.4 percent in the neighborhood market, with an excess of 245387 units, while it developed by 92.5 percent in the global marketplace, with an overabundance of 243,931 units.

HMIL's creation procedure is situated in Chennai, which has the nation's most developed gathering quality and testing capacities. In February 2008, HMIL started its subsequent system, which delivers an additional a 300,000 units each year, carrying HMIL's all out collecting ability to 600,000 units each year, to offer the Hindustani enthusiast with an excess of overall experience. HMIL as of now has 260 in number Retailer networks in Hindustan, as well as extending gathering limit.

All of Hyundai Motor Hindustan's stock control systems are built on a wide acceptance of assembling best practices such as Kaizen and TPM, which enable us to produce the greatest flatcars on Earth right here in Hindustan. The Hyundai-Kia Automotive Clutch, which was the world's fifth-largest carmaker in the late 2000s and comprises more than two dozen auto-related auxiliary and members, has grown since Hyundai Motor Co. was founded in the latter half of the 1960s. In around 200 countries, Hyundai automobiles are sold through about 6,000 showrooms and display areas, employing about 25,000 people worldwide. Hyundai Motor Inventiveness, S. Korea, HMI's parent organization, has been buckling down on earth sound administration. The Inventiveness has a clear cut system set up for creating harvests that decrease contamination outflows and cycles for safeguarding regular assets and energy all through all phases of the collect lifecycle, from reaping to exchanges, use to removal, and has gotten ISO 14001 certificate for every one of the three of its most significant methodologies in Ulsan, Asan, and Jeonju, South Korea.

1.2 AUTOMOBILE INDUSTRY IN INDIA

Both the world and Indian economies depend intensely on the vehicle business. Autos (four-wheelers) represent 5% of all out assembling business, 12.9 percent of complete assembling yield esteem, and 8.3% of all out modern speculation around the world. It additionally creates $560 billion to government income as gas, flow, deals, and enlistment charges in different nations. The worldwide car industry creates around US$5.09 trillion in yearly income, which is what might be compared to the world's 6th biggest economy. Besides, the vehicle business' roundabout commitment is considerably greater in light of the fact that it is intertwined with a few different areas of the economy. It has been viewed as an unmistakable financial area all

around the world because of its broad business joins. 7.9 million vehicles were created in India, including 1.3 million traveler autos, representing 2.4 percent and 7% of worldwide result, separately.

Another important actor in the Indian automotive industry is the production of vehicle components. As of 2005-06, India's auto component exports accounted for 1% of the world's total automotive component trade in current US dollars. An estimated 50,000 persons are employed directly by the car sector in India. 4.7% of India's GDP and 19% of indirect tax income are generated by this sector. Until the early 1980s, the Indian automobile industry was dominated by a few of companies and was hampered by low output, obsolete technology, and poor quality. After being relicensed and opened to FDI in 1993, the sector has developed enormously as a result of the presence of foreign firms.. Government spending on road infrastructure in India has reached previously unheard of heights, thanks in large part to the country's rapidly expanding middle class, rising per capita earnings, and more readily available credit.

Car loans grew by a whopping 37.9 percent a year in 2006, according to the Reserve Bank of India's Annual Policy Statement. As the country's passenger car penetration rate is one of the lowest in the world at 8.5 automobiles per thousand, there is a lot of room for growth in the automobile industry. Original Equipment Manufacturers (OEMs) and automobile component manufacturers (ACDMs) are two distinct categories of business in the Indian car industry (OEMs). Parts, components, bodywork, and chassis for vehicles are within the purview of the former, whilst the latter is responsible for putting them all together. Only 500 individuals are employed in the Indian vehicle component manufacturing industry's structured sector, whereas the unorganized sector employs around 31,000 people. Vehicle manufacturers, other component suppliers, state transportation businesses and defense installations are among the customers of companies in this sector. They also supply components to the domestic replacement market.

OEMs and secondary selling stations all around the world get a wide determination of parts. All automobiles, including motorcycles, three-wheelers, four-wheelers, passenger vehicles, light business vehicles (LCVs), heavy trucks, and transport/mentors are included in automobile manufacturing. The majority of the Indian bike market is made up of mopeds, motorcycles, and cruisers. Around 7.6 million motorcycles and 1.3 million utility vehicles were produced by the Indian car industry in 2005-06. India is a world innovator in the bike business, mainly delivering bikes, bikes, and mopeds with motors under 200 cc. It is the world's second-biggest bike organization and the thirteenth-biggest traveler vehicle maker. Goodbye is one of the best

ten producers of light business vehicles, weighty trucks, transports, and mentors on the planet, as well as one of the main 25 makers of traveler vehicles. India's bike market has developed at a build yearly development pace of over 10% (as far as vehicle numbers) throughout the most recent five years, with a change popular blend, with cruiser deals on the ascent. Indian bikes comply with the absolute strictest ecological and efficiency rules on the planet. The traveler car classification has expanded at an exceptional rate, with a yearly development pace of 17.36% from north of 6,50,000 vehicles sold in 2001 to more than 1,000,000 vehicles sold in 2004-05.

1.2.2 Purchase Decision Process

An in-depth understanding of the buying process is necessary to evaluate the impact of environmental consciousness on automobile purchases. The decision to purchase a product is a multi-stage process for the buyer. According to the study, the customer would go through five stages. Because of the high level of social and/or psychological engagement, vehicle purchase behavior might be difficult. A customer will go through each stage of the decision-making process, as shown in Figure 1.1.

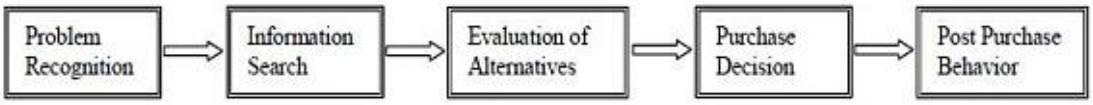

Figure 1.1: The Purchase Decision Making Process

- **Problem Recognition**

As indicated by this data handling worldview, the shopper purchasing process starts when the client recognizes an issue or need. At the point when there is a distinction between the current state and the ideal express, an issue is perceived. Whenever we go over an issue, we normally attempt to tackle it. To put it another way, we get the meaning of fixing the issue.

- **Information search**

Whenever a customer has an issue, the person is bound to look for extra data. By acquiring information, the client becomes familiar with a portion of the market's rivals' brands, as well as their qualities and properties

- **Alternatives Evaluation and Selection**

The appraisal process, on the other hand, is widely seen as rational and intellectually motivated. In this approach, a customer is seeking to fix the problem and so fulfils his or her demand. As such, the person would search for item helps that will help them in addressing difficulties. The client then, at that point, searches for objects with a specific arrangement of elements that give the ideal results. Thus, the client considers every item to be an assortment of qualities with variable levels of capacity to give critical thinking benefits that satisfy their necessities. It's critical to recognise the differences between needs, rewards, and attributes. One successful way for organising the links between the three is to use a hierarchical framework.

- **Implementation of the Decision**

In any case, to genuinely execute the buying decision, a purchaser should pick explicit things (brands) as well as explicit outlets (where to purchase) to address the troubles. There are three choices for settling on these choices: 1) simultaneously; 2) thing first, outlet second; or 3) thing first, outlet second.

- **Post-purchase Evaluation**

Post-purchase evaluation techniques are directly influenced by the sort of decision-making approach utilized before to purchase. In this scenario, the customer's level of commitment to the purchasing process is critical. If a customer spends time and effort researching a product before making a purchase, they are said to be showing "the degree of worry or interest in the transaction." Despite the fact that the level of purchasing involvement might range from the lowest to the most, let's look at two extremes. Let's pretend you're a regular customer of a certain brand of product (habitual purchase). Because he doesn't have to put much thought into the purchase, he's not likely to do much research and analysis of the product information. Under this scenario, the consumer would simply buy, eat, and/or discard the product, and would be extremely motivated to buy again. Customers may learn about some of the market's competitive brand features and attributes by using this information to make a better informed decision.

Purchase Decisions Model of the Indian Consumers

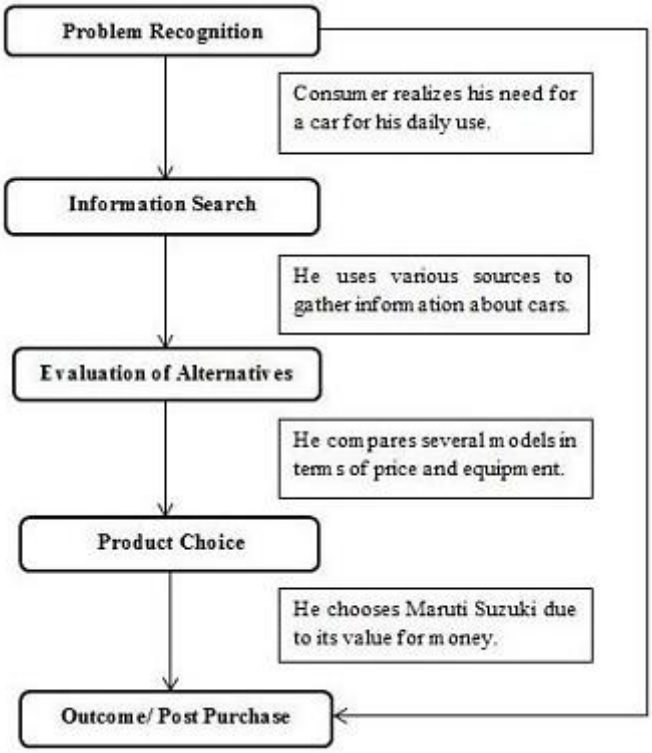
Problem Recognition
Consumer realizes his need for a car for his daily use.
Information Search
He uses various sources to gather information about cars.
Evaluation of Alternatives
He compares several models in terms of price and equipment.
Product Choice
He chooses Maruti Suzuki due to its value for money.
Outcome/ Post Purchase

Figure 1.2: Stages in decision making

- **Need Recognition and Awareness**

This is the initial phase in the buying system. This is an essential advance in the buying system. Now, the customer knows about their prerequisites. A family with a normal month to month pay of 20,000 to 1,00,000 INR will perceive the requirement for a four-wheeled vehicle in our situation. It very well may be for an assortment of reasons, like driving to work, resigning a bike, updating from a bike, or getting another relative.

- **Searching Information**

When a customer recognises a need, he or she begins to gather information on the desired product from a variety of sources. This is a shortlisting of numerous accessible options depending on his or her preferences and dislikes, as well as his or her prior attitude toward companies. Depending on the product, this process might take anything from a few minutes to many hours. Time spent on this stage is little if the product is low-involvement, like milk or soap. A lot of time is spent in this stage when it comes to something like an automobile, which has a high level of engagement for the Indian middle class and is an ongoing commitment. This might involve research conducted through numerous means such as the internet, journals, and so on. Consult opinion leaders, follow the crowd, and so forth.

- **Alternatives Evaluation**

Once a middle-class family has narrowed down their options based on category (hatchback, sedan, or SUV), fuel (diesel/petrol/CNG), and other factors, they move on to evaluating and scoring the numerous options available to them. Brand power, sector leadership, influence of opinion leaders, convenience of financing alternatives, and other factors all play a part in determining a consumer's perspective.

- **Purchase**

The fourth phase involves the exchange of money and the transfer of ownership. This is the point at which the consumer, after much deliberation, decides to acquire the desired product. Typically, the purchase date is determined by the availability of finances and the desired commodity. However, there are a number of additional aspects to consider for an Indian Middle Class household. A Hindu family, for example, considers purchasing new goods during the "Dhanteras" festival to be particularly fortunate. In fact, many families that planned to buy a car in September postponed their purchase until October in honour of Dhanteras or Diwali. 2013 (Banerji) Automobile sales are soaring at the moment. In the same manner, purchasing any metal thing on Saturday is considered unlucky since it may upset Lord Sani. (Ravi et al., 2010) Islamic households in India follow the same pattern. Ramadan is a holy month in Islam, and families that follow the religion tend to make major purchases, such as a car, during this period. On the last day of Ramadan, Eid-ul-Fitr, this phenomenon reaches new heights. During these times, dealers come up with a variety of unique deals to entice buyers. The second part of December is another period when the middle class postpones their purchases. 2014 (Thakkar) The main reason for this is because if you wait fewer than thirty days, the automobile you buy in January will have a later year of purchase than a car you bought in December, which pays well when you sell it.

2. NEED OF THE STUDY

The study on consumer preferences between Maruti Suzuki and Hyundai Motors in northern India is important for several reasons.

The automotive industry in India is highly competitive, with numerous brands vying for market share. Maruti Suzuki and Hyundai Motors are two of the largest automakers in the country, and understanding the factors that influence consumer preferences can provide both companies with a competitive edge.The northern region of India has a significant market for automobiles, with a large population and growing purchasing power. Analyzing consumer preferences in this region can provide valuable insights into the needs and preferences of car buyers in this market. understanding consumer preferences can help automakers to develop effective

marketing strategies, improve product design, and enhance customer service. By identifying areas where they need to improve, both companies can make data-driven decisions to better meet the needs and expectations of their customers. the findings of this study can contribute to the broader understanding of consumer behavior and preferences in the automotive industry, particularly in emerging markets such as India. This can be useful for policymakers, industry analysts, and other stakeholders in the automotive industry.

3. LITERATURE REVIEW

Raju (2021) One of the world's most important markets is the automobile sector. Automobiles have now become a necessity for everyone. Although there is ample space for vehicles in India, the country's automobile industry is currently undergoing a significant slowdown and decrease. The major goal of this research is to figure out what's causing the automotive industry's slump. It looks at how the vehicle business is developing and how it is affecting consumer purchase decisions. It explains how several automotive groupings in India calculate sales. It also emphasises the solution using recent trends that vehicle companies must follow in order to capture the market and boost income in the future. It also provides information about cutting-edge automotive technology.

Alpana Vaidya (2021) The researchers created the questionnaire that was used in the study, and the data was gathered online using Google forms. To evaluate the data, a percentage analysis and a mean comparison were used. The findings revealed that purchasing a car were viewed as a necessity, and that the major motivation for purchasing a car was for family usage. Consumers were influenced by familiar brands, parking availability, marketing, and superior discounts, among other things. The comfort of a car was recognised as crucial, with characteristics such as good mileage, twin airbags, and an anti-lock brake system, as well as a music system with USB/Radio/Bluetooth/AUX, being prioritised.

P. Bokade and P. Pande (2020) the primary goal of this study was to learn more about Maruti Suzuki's consumer behaviour and preferences in India. India has a large population, and the majority of its citizens are well-off enough to buy a car for their family. Many automobile manufacturing businesses joined the Indian market to target Indian clients after gaining a better grasp of the market need for autos. Because each customer's behaviour is unique, each firm has its own strategy for attracting consumers. The current study sheds light on a number of elements that influence customer purchasing behaviour and satisfaction. The purpose of this research report is to learn about Indian people's preferences and opinions when it comes to Maruti Suzuki automobiles. The data for the analysis was gathered from secondary sources in

order to better comprehend it. To allow judgements, the data received from the respondents was collated and then given to statistical analysis.

Angane, Nikhil (2020) Consumer satisfaction and joy are crucial in today's competitive market, which is why companies are more customer-centric and customer-focused. Customers' demands, desires, and lifestyles are changing so quickly that many companies don't know what they should be doing to keep up with the times. Similar issues have plagued the Indian vehicle sector. Hyundai and Maruti Suzuki, India's biggest automakers, pay close attention to what their customers want. Customer behavior and happiness are examined in this study, which throws light on several factors. Maruti and Hyundai customers' views on after-sales service, resale value, and fuel efficiency will be examined in this study. Consumer preferences for Maruti and Hyundai automobiles will also be examined. In addition, customer service strategy was shown to be crucial in ensuring customers are satisfied and delighted. Many factors impact consumer behavior and satisfaction, according to the current research.

Bhadrappa, Haralayya (2019) A Hyundai motor research was carried out at the "Chandrashilp Automobile LLP BIDAR" company. A successful business relies heavily on its organizational structure. In order to better comprehend Hyundai Motors' engagement at Chandrashilp Automobiles LLP in respect to several divisions, this study is being conducted. The Indian economy has undergone substantial changes over the last three decades. This shift could be linked to a variety of discoveries and advancements in numerous fields. To stay up with the changing world, the marketing plan that was used previously in India has either been updated or innovated. When we examine the early stages of development, we can observe how consumption has become more sophisticated and specialised.

Athukorala, Prema-chandra (2019) “There are several variables discussed in this article that helped the Indian automotive industry make the transition from import substitution to full integration into global manufacturing networks. Market-conforming policies adopted by the Indian government throughout the previous two decades were essential in modernizing the Indian car sector in response to the continuing structural changes in the global vehicle industry. As a result, India has emerged as a key manufacturer of compact cars in global automotive manufacturing networks. Exports of Indian compact cars have become more competitive in the international market as the country has a huge domestic market and has modified its products to meet the needs of that market.” Buying a little automobile in the United States vs. another country has no noticeable effect on the cost. Thus, the "import protection as export promotion" argument cannot be used in the case of exports of Indian vehicles.

R. Selvakumar, S. Karthik (2019) The automobile sector in India has developed to become the fourth largest in the world. There are few manufacturers who have a deep grasp of the Indian market as well as Hyundai does. With a 16.2 percent share of the market in February 2019, it was the second-largest automaker in the world. Decision-making by customers is an intricate process. Many methods go into making a buying decision for a product or service. Studying consumer preferences and satisfaction with Hyundai automobiles was a primary goal of this research. This research focuses at how individuals learn about Hyundai automobiles, what features impact buyers' buying decisions, and how pleased they are with their Hyundai cars. The ranking technique is used to determine the degree of customer satisfaction with Hyundai automobiles by producing a weighted average score for each significant feature. Customers are dissatisfied with the after-sales service, the interior design, and the lack of an air conditioner. However, the vast majority of buyers are quite delighted with the vehicle's appearance/color, safety, performance, and ease of maneuverability.

SmitaMiglani (2019) The car sector is one of India's most significant economic drivers because of its high level of involvement in global value chains. As a result of substantial government assistance, this industry has emerged as one of India's fastest-growing industries. Unlike other auto-producing nations, the country's vehicles are designed specifically for those in the lower and moderate income brackets. Government policy, infrastructure, and other supporting factors are discussed in this chapter in relation to the development of India's car and auto component industries. An rising number of people are purchasing automobiles from India both domestically and internationally, and this trend is expected to continue. In order to satisfy future client needs (particularly those for electric cars) and remain competitive, manufacturers are presently catching up on technical breakthroughs, digitization, and automation. In light of these changes, the chapter also examines India's national strategy.

Karthik Seetharaman (2019) The car sector in India has evolved to be the fourth largest in the world. There are few automakers who have a deep grasp of the Indian market like Hyundai. With a market share of 16.2 percent in February 2019, it was the second-largest automaker in the world. Decision-making by customers is an intricate process. Buying a product or service involves a number of steps. Studying consumer preferences and satisfaction with Hyundai automobiles was a primary goal of this research. People learn about Hyundai cars, what influences buyers' buying decisions, and how pleased they are with their Hyundai vehicles in this study. The ranking technique measures customer satisfaction with Hyundai vehicles by creating a weighted average score for each important attribute. A lack of an air chiller and a lack of after-sale support are some of the complaints from customers. As far as design and color

go, the vast majority of consumers are quite pleased with the vehicle's overall appearance and functionality.

Gayatri Chopra (2018) "Customers of Maruti Suzuki and Hyundai Motors passenger vehicles in the Delhi region were the major focus of this study. The convenience sampling technique was utilized with a sample size of 150 persons. The study's core data was gathered using a questionnaire produced by the researchers themselves." T-tests were used to examine consumer preferences for Maruti Suzuki and Hyundai Motors passenger autos. A variety of factors were utilized to assess the brands, including color, interior, cost, after-sales service, and resale value. According to the survey, there is no difference between these two brands in terms of color, interiors, or after-sales service in terms of consumer preference. Customers' tastes, on the other hand, differed depending on criteria such as resale value and price. The research's main advice is that each of these businesses uses new tactics to stand out in the market and build stronger brand equity.

C. S. Gowtham Chakravarthy and Ankit Kumar (2018) Customer behavior study focuses on how people buy things, with customers assuming the three separate roles of user, payer, and buyer in the transaction. Everything from psychology to sociology to economics is discussed. Individual and group decision making is the focus of this research. It examines customer characteristics like demographics and behavior to learn more about what they desire. Customers' influences from other groups, such as family, friends, and reference groups, are also taken into account in this assessment. Analysis of consumer behavior is mainly dependent on relationships. One-to-one marketing is given a boost as is client retention, customer relationship management, personalization, and customisation.

Dr. Gayatri Chopra (2018), Consumers have no preference for one brand over the other when it comes to features like color, interiors, and customer service. According to resale value and price, however, customers' tastes differed. These organizations should use new tactics to differentiate themselves in the market and build stronger brand equity, says this report. In the automobile industry, Maruti and Hyundai are fierce rivals who are well-known and trusted by their clients. Customers are happy with the outcomes they're getting from their services, so they'll need to come up with a marketing approach that's both original and inventive enough to attract in new ones.

Ravi Kumar (2018) According to their research, Indian consumers prefer Tata Motors and Maruti Suzuki automobiles on several grounds, including vehicle pricing, fuel economy, and maintenance, after-sales service, financial services supplied by the firm for vehicle purchase

and performance, and resale value. It has been found that Maruti Suzuki and Tata Motors automobiles have quite different customer preferences when it comes to maintenance and performance. Maruti Suzuki autos may beat Tata Motors cars in the Central Indian market because of excellent service facilities, longer-lasting vehicles, and well-trained workers.

4.1 OBJECTIVES OF THE STUDY

The objective of the study on consumer preferences between Maruti Suzuki and Hyundai Motors in northern India is to:

- Analyze the factors that influence consumer preferences for these two brands in the northern region of India.
- Identify the strengths and weaknesses of each brand in terms of product quality, pricing, after-sales service, brand image, and customer loyalty.
- Determine the level of customer satisfaction with each brand and their likelihood to recommend or repurchase.
- Understand the demographic and psychographic characteristics of car buyers in the northern region of India and how these factors influence their brand preferences.
- Provide recommendations to both companies on how they can improve their products, services, and marketing strategies to better meet the needs and preferences of their customers in the northern region of India.

4.2 Hypothesis of the Study

H_1: There is a significant difference in preference of habitues towards blush for both auto Inventiveness.

H_2: There is a significant difference in preference of habitues towards inside/design/feature for both auto Inventiveness”

H_3: There is a significant difference in preference of habitues towards worth for both auto Inventiveness.

H_4: There is a significant difference in preference of habitues towards after transactions amenity for both auto Inventiveness.

H_5: There is a significant difference in preference of habitues towards retranslation value for both auto Inventiveness.

4.3 Problem Statement

The Indian automotive industry is highly competitive, and Maruti Suzuki and Hyundai Motors are two of the leading automakers in the country. Understanding consumer preferences and behavior is essential for these companies to stay competitive in the market.

The problem statement of this study is to analyze the factors that influence consumer preferences between Maruti Suzuki and Hyundai Motors in the northern region of India. The study aims to identify the strengths and weaknesses of each brand in terms of product quality, pricing, after-sales service, brand image, and customer loyalty. Additionally, the study aims to determine the level of customer satisfaction with each brand and their likelihood to recommend or repurchase.

The study aims to provide valuable insights into the needs and preferences of car buyers in the northern region of India and help both companies to make data-driven decisions. By understanding the factors that drive consumer preferences, both companies can tailor their marketing strategies, product development, and customer service to meet the needs and expectations of their customers. Overall, the problem statement of this study is to analyze and compare consumer preferences between Maruti Suzuki and Hyundai Motors in the northern region of India to help these companies stay competitive in the market.

5.1 Research Methodology

Research is essential in both individual and organizational life. Research is essential in today's world since it assists us in identifying and comprehending problems and finding acceptable solutions. Research is nothing more than the search for true and unique knowledge; without a doubt, research can be used for personal, societal, organizational, and a variety of other goals.

A wide range of topics are covered in the research. Research is an inevitable duty in nearly every industry, from automobiles to seeds, fertilizers, pesticides, chemicals, to construction, rubber, metal, financial institutions, service providers, and the media and travel & tourism industries. A study can result in a fresh contribution to current knowledge. Study, observation, analysis, experiment, and comparative study are all used in research.

Today's business environment is getting increasingly competitive, and many organisations are finding it challenging to maintain a competitive advantage in today's marketplaces as more and more new entrants compete1. In today's competitive environment, every organization strives to achieve its goals, but owing to unpredictability, the results and outcomes may differ. In such cases, by conducting business research, the organization may find a remedy or discover the

causes for failure.

Business research is a methodical approach to gathering information and obtaining correct knowledge using a methodology, so that the resultant knowledge may be used to make decisions.

Because of competition, it is essential to understand clients, their needs, wants, perceptions, and, of course, future requirements. Research enables us to identify the elements and factors that are important for enhancing client loyalty and acquiring new habitues. Research assists us in determining consumer needs, which is then used to develop new products. Business research is also necessary to determine price, packaging, branding, sales promotion, other promotional strategies, and product positioning.

Today, research is not just for science and medical; it is an important part of any business, big or small. Process reengineering, departmental assessment, performance management, and employee well-being would all require organisational research and analysis without a doubt.

In today's competitive market, ongoing improvement and development of the business and team are required to outperform others in the market and get a competitive advantage, which is achieved through research.

In short, it is research that helps a company to survive & sustain for long.

5.2 Data Collection

The most critical part of any research is data collection. The purpose of any research is to acquire data that is relevant, credible, and valid. All scientific inquiry is built on data. Collecting high-quality data is crucial for providing objective information about the problems under investigation, allowing for some analytical understanding of the issues and, as a result, better solutions. Making decisions based on low-quality data is always dangerous, and it can have disastrous consequences if the situation is misrepresented, leaving all future analysis and decision-making on shaky basis.

The primary goal of any data collection strategy is to improve a decision maker's decision-making ability and to get information to keep on record, make crucial judgments, or pass information on to others.

When choosing on the technique of data collecting to be used for the study, the researcher should keep two categories of data in mind, namely primary data and secondary data, as shown

below:

- **Primary Data**

Interviews, observations, and questionnaires were used to collect primary data directly from respondents. The habitue questionnaire consisted of 26 items.

- Visiting innumerable Retailers and asking them nearby their promotional
- Stratagems and requirement of habitues.
- Asking to users of **Maruti** and **Hyundai** nearby their preference,

Criteria's while acquisitioning flatcar and their experience in glut of Retailers and their Expectations from Retailers

- **Secondary Data Collection**

For the present study, the secondary data has been collected by researcher from following sources-

- As well as other organizations, reports, news, and publications have been produced by organizations including SIAM-New Delhi, the ACMA, and the Federation of Automobile Dealers Associations (FADA).
- Newspapers/Magazines/Periodicals/Books
- Circulars and Reports from the Government
- Websites, Internet
- Journals of research and publications, for example
- Publications by various research organizations such as IBEF, IMaCS, Booz & Company, ICRA, India Reports, and others.
- Published articles, interviews, and so on
- Annual reports and bulletins, for example.
- Data base from the Centre for Monitoring the Indian Economy (CMIE), 2009.
- Magazines.

- Internet.

The researcher personally visited numerous libraries, as well as Maruti Suzuki and Hyundai Motor stores in the North-India, to analyses the available catalogues, brochures, reports, and periodicals on automobiles.

This investigation was conducted in glut of the most important ambition to like the consumer preference towards passenger flat cars of Maruti Suzuki and Hyundai Motors in coarsely part of North-India.

5.3 Sampling

In the current study, the researcher gathered primary data by completing structured questionnaires from clients and conducting interviews with dealers in the North-India. The core data was gathered using the survey approach. To get input from clients, a sample size of 129 was chosen from the North-India.

The questionnaire contained 26 questions, and the researchers' collected data, i.e., responses to those questions, from 200 respondents, of which 129 responses were considered for data analysis because they provided accurate and complete information, while the remaining 71 respondents provided incomplete and vague information and demonstrated a lack of interest in providing information; thus, those 71 respondents were not considered for data analysis.

The convenience cross-section approach will be used on a sample of 129 people for this study's sample size. Questionnaires created by the author will be used to gather primary data for the amendment. Consumers prefer Maruti Suzuki and Hyundai Motors' passenger cars, according to an independent t-trial research. Primary sources were used to gather the information. A random sampling procedure was used with a sample size of 129 respondents to ensure validity and reliability. The core data was collected using a questionnaire prepared by the researchers themselves. The respondents' desire for acquiring an automobile was gauged using a 5-point Likert Scale questionnaire that included 21 statements. T-tests were used to assess the acquired data.

5.4 Statistical Tools

Following data collection, the data was processed and evaluated in accordance with the framework established for the purpose when designing the research strategy.

Various statistical measures, such as Frequency, Percentage, F-test, chi square etc. in order to test the hypothesis of the study. The information gathered has also been compiled, evaluated, and visually represented. The SPSS software was utilized for data analysis.

6.1 EXPECTED OUTCOMES

After analyzing the data collected from the study on consumer preferences between Maruti Suzuki and Hyundai Motors in northern India, several key findings have emerged. Firstly, both brands are well-established and popular in the northern region of India, with a relatively equal market share. However, Maruti Suzuki appears to have a slight edge in terms of brand image and customer loyalty. Secondly, while both brands offer a range of products at different price points, Maruti Suzuki is perceived to offer more value for money, particularly in the entry-level segment. On the other hand, Hyundai Motors is seen as offering better quality and features in their higher-end models. Thirdly, after-sales service is an essential factor for car buyers in northern India, and both brands are perceived to have good customer service. However, Maruti Suzuki has a more extensive network of service centers, which is a crucial factor for customers living in remote or rural areas. In conclusion, the study has provided valuable insights into consumer preferences between Maruti Suzuki and Hyundai Motors in northern India. By understanding the factors that influence brand preferences and customer satisfaction, both companies can develop more effective marketing strategies, improve their products and services, and increase customer loyalty.

6.2 Future work

Based on the findings of the study on consumer preferences between Maruti Suzuki and Hyundai Motors in northern India, there are several avenues for future work in this area.

Brand perception: Future research could explore how consumers perceive each brand in terms of specific attributes such as safety, design, and fuel efficiency. This could provide insights into areas where each brand can improve their brand image and meet the changing needs of consumers.

Comparative analysis: Future studies could conduct a comparative analysis of different brands in the Indian automotive industry. This would provide a broader perspective on consumer preferences and behavior and enable companies to benchmark themselves against their competitors.

Online channels: With the growing importance of online channels, future research could

explore how consumers use online channels such as social media and e-commerce platforms to research and purchase cars. This could provide insights into how companies can leverage these channels to reach and engage with consumers.

Emerging technologies: With the emergence of new technologies such as electric and autonomous vehicles, future research could explore how consumers perceive and adopt these technologies. This would provide insights into how companies can position themselves to take advantage of these emerging trends.

Regional differences: The study focused on the northern region of India, and future research could explore how consumer preferences vary in different regions of the country. This could provide insights into how companies can tailor their products and services to meet the specific needs and preferences of consumers in each region.

7. Chapter Scheme

Chapter 1 **Introduction**

Chapter 2 **Literature Review**

Chapter 3 **Research Methodology**

Chapter 4 **Results and Discussion**

Chapter 5 **Conclusion and Suggestion**

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